

Message Text

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71

ACTION EB-05

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R 161630Z JUL 73

FM AMEMBASSY BRUSSELS

TO USDOC WASHDC

AMEMBASSY THE HAGUE

AMEMBASSY LUXEMBOURG

INFO SECSTATE WASHDC 0000

UNCLAS BRUSSELS 3987

E.O. 11652, N/A

TAGS: BEXP, BE

SUBJECT: HEALTH CARE EQUIPMENT CATALOG SHOW, OCTOBER 1973

REF: A) USDOC 8381; B) BRUSSELS 3020; C) BRUSSELS 2561

SUMMARY: EMBASSY REQUESTS WASHINGTON'S EVALUATION OF A PROPOSED DESIGN FOR STAND AT HEALTH CARE EQUIPMENT CATALOG SHOW IN BRUSSELS THIS OCTOBER. ALTHOUGH ITS COST WOULD SUBSTANTIALLY EXCEED EMBASSY'S ORIGINAL DOLS 500 ESTIMATE FOR CONSTRUCTION, SUCH A STAND COULD BE DISMANTLED, STORED, AND REASSEMBLED FOR FUTURE SHOW IN BELGIUM AND POSSIBLY IN THE NETHERLANDS AND LUXEMBOURG. PROMPT DECISION NEEDS TO BE MADE ON THIS MATTER, SINCE EMBASSY SHOULD CHOOSE DESIGNER BY MID-AUGUST. EMBASSY HAS SO FAR RECEIVED 35 CATALOGS FOR OCTOBER SHOW. DEADLINE FOR SUBMITTING LIST FOR EXHIBITION CATALOG IS AUGUST 14. END SUMMARY.

1. EMBASSY IS SENDING COMMERCE VIA AIR MAIL COLORED SLIDES AND DESCRIPTION OF DESIGN FOR A RE-USABLE U.S. STAND SUBMITTED TO US BY ELLIOT TIBER, AN AMERICAN IN BRUSSELS WHO HAS HAD CONSIDERABLE EXPERIENCE AS DESIGNER IN NEW YORK AND HOLLYWOOD. WE PROPOSE USING STAND AT HEALTH CARE EQUIPMENT CATALOG SHOW IN BRUSSELS THIS OCTOBER. TIBER HAS DESIGNED A THREE-SIDED 12 X 5 METER STAND (WITH OPEN FRONT) TO ENCLOSE A CATALOG SHOW, PLUS FOUR SHELVEING UNITS THAT WILL HOLD 120 CATALOGS. ENTIRE STAND MAY BE DISMANTLED AND RECONSTRUCTED IN DIFFERENT

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DIMENSIONS FOR OTHER EXHIBITIONS.

2. TIBER WOULD CHARGE EMBASSY AS FOLLOWS FOR STAND: FOR DESIGN AND CONCEPT - BF 5,000 (DOLS 139); FOR CONSTRUCTION, MATERIALS, ASSEMBLY, PAINTING AND INSTALLATION - BF 124,000 (DOLS 3,444). (DOLLAR PRICES ARE CALCULATED AT EXCHANGE RATE OF BF 36 TO THE DOLLAR). TIBER ESTIMATES THAT DOLS 500 WOULD BE CUT FROM THE TOTAL COST OF DOLS 3,583 IF EMBASSY WOULD SUPPLY FOUR OR FIVE WORKMEN TO ASSEMBLE STAND AT EXHIBIT SITE, WHICH COULD BE ARRANGED.

3. EMBASSY WOULD LIKE TO ACCEPT TIBER'S PROPOSED MULTI-PURPOSE USA STAND, WHICH WOULD BE USED FOR FUTURE CATALOG SHOWS. WE WOULD APPRECIATE COMMERCE LETTING US KNOW ASAP WHETHER OUR CATALOG SHOW CONSTRUCTION BUDGET COULD BE EXPANDED TO PAY FOR SUCH A STAND -- THE COST OF WHICH COULD BE AMORTIZED BY ITS USE IN OTHER SHOWS IN FUTURE YEARS. WE ARE ALSO SENDING SLIDES AND A DESCRIPTION OF THE STAND TO EMBASSIES THE HAGUE AND LUXEMBOURG, SINCE SUCH A STAND COULD BE SHIPPED TO THEM FOR USE IN TRADE PROMOTION ACTIVITIES. PERHAPS THEY WILL COMMENT ON THEIR POSSIBLE USE OF THE STAND.

4. IN ADDITION TO TIBER, EMBASSY HAS INVITED ONE OTHER BELGIAN FIRM TO SUBMIT A BID FOR DESIGN AND CONSTRUCTION OF CATALOG SHOW STAND. THIS FIRM HAS INITIALLY ESTIMATED THAT ITS COSTS WILL ALSO EXCEED EMBASSY'S INITIAL DOLS 500 ESTIMATE GIVEN IN PARAGRAPH 3 OF REFTEL (C). EMBASSY HAS THEREFORE PLANNED TO CUT OTHER CATALOG SHOW COSTS THROUGH THE FOLLOWING MEANS A) WE HAVE ARRANGED WITH DU PONT TO BORROW A RUG CONTAINING DU PONT FIBERS FROM A LOCAL MILL WHICH WOULD COVER THE 12 X 5 METER FLOOR SPACE OF EXHIBIT AREA. IN RETURN, WE WILL PLACE A SMALL "CREDIT" SIGN FOR THE RUG IN OUR EXHIBIT, AND THE RUG MANUFACTURER WILL SET UP A SMALL STAND IN AVAILABLE SPACE ACROSS FROM THE CATALOG SHOW. (RUG TO BE USED WILL BE SUITABLE FOR HOSPITAL OR INSTITUTIONAL USE). B) WE PLAN TO USE EMBASSY TABLES AND CHAIRS FOR CATALOG SHOW TO ELIMINATE FURNITURE RENTAL COSTS. C) CATALOG SHOW WILL BE STAFFED BY COMMERCIAL OFFICERS AND LOCAL EMPLOYEES ON A ROTATING BASIS, THUS ELIMINATING THE NEED TO HIRE A LOCAL RECEPTIONIST.

5. AS OF JULY 16, EMBASSY HAS RECEIVED 35 CATALOGS FOR OCTOBER
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SHOW, AND CATALOGS ARE CONTINUING TO ARRIVE AT A RATE OF ONE PER DAY.

WE PLAN TO PROVIDE EXHIBITION ORGANIZERS WITH NAMES OF COMPANIES FROM WHICH CATALOGS HAVE BEEN RECEIVED BY AUGUST 14 FOR INCLUSION IN FAIR CATALOG. WE WOULD APPRECIATE RECEIVING ANY PUBLICITY MATERIAL WHICH COMMERCE CAN PROVIDE PRIOR TO THAT DATE.
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